

Appln No. 10/815616
Amdt. Dated: November 17, 2006
Response to Office Action of October 20, 2006

5

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended) A shopping system comprising:
a card for identifying a user to a computer system using a sensing device, the card having an interface surface having disposed thereon or therein first coded data, the first coded data including a plurality of first coded data portions, each first coded data portion being indicative of an identity of the user; and
a shopping receptacle having a shopping receptacle identity, the shopping receptacle comprising an optical sensing device adapted to:
(a) sense at least one first coded data portion on the card;
(b) sense second coded data indicative of a product identity on an interface surface of a product item;
(c) generate first indicating data identifying the user identity using the sensed first coded data, using the at least one sensed coded data portion, indicating data indicative of the identity of the user;
(d) generate second indicating data identifying the product identity using the sensed second coded data; and,
(e)(e) transfer the indicating data and shopping receptacle identity data, the first indicating data and the second indicating data to the computer system, the computer system being responsive to determine, using the indicating data, the identity of the user, the computer system being responsive to the received data to perform an action.;
2. (Currently amended) The shopping system of claim 1, wherein each first coded data portion is provided at a respective position on the interface surface, and wherein the sensing device generates first indicating data indicative of at least one of:
(a) a position of the sensed first coded data;
(b) a position of the sensing device relative to the interface surface;
(c) an orientation of the sensed first coded data; and,
(d) an orientation of the sensing device relative to the interface surface.
3. (Cancelled)

Appln No. 10/815616

Amdt. Dated: November 17, 2006

Response to Office Action of October 20, 2006

6

4. (Previously presented) The shopping system of claim 1, wherein the computer system is responsive to:

- (a) associate the shopping receptacle with the user; and,
- (b) dissociate the shopping receptacle and the user.

5. (Currently amended) The shopping system of claim 1, wherein the first coded data distinguishes the identity of the user from the identity of every other user known to the computer system.

6. (Currently amended) The shopping system of claim 1, wherein the first coded data is redundantly encoded.

7. (Currently amended) The shopping system of claim 1, wherein the first coded data is redundantly encoded using Reed-Solomon encoding.

8. (Currently amended) The shopping system of claim 1, wherein the first coded data is substantially invisible to the unaided eye.

9. (Currently amended) The shopping system of claim 1, wherein the first coded data is printed using infrared ink.

10. (Currently amended) The shopping system of claim 1, wherein the first coded data is provided on the interface surface coincident with visible markings.

11. (Currently amended) The shopping system of claim 1, wherein the first coded data is disposed over a substantial portion of the interface surface.

12. (Currently amended) A method of shopping using a card and a shopping receptacle, the card having an interface surface having disposed thereon or therein first coded data, the first coded data including a plurality of first coded data portions, each first coded data portion being indicative of an identity of a user, the shopping receptacle having a shopping receptacle identity and comprising ~~a~~-an optical sensing device, wherein the method includes in ~~a~~-the sensing device:

Appln No. 10/815616
Amdt. Dated: November 17, 2006
Response to Office Action of October 20, 2006

7

- (a) ~~(a)~~-sensing at least one first coded data portion of the interface surface;
- (b) sensing second coded data indicative of a product identity on an interface surface of a product item;
- (c) generating first indicating data identifying the user identity using the sensed first coded data;
- (d) generating second indicating data identifying the at least one product identity using the sensed second coded data; and
- ~~(b) generating, using the at least one sensed coded data portion, indicating data indicative of the identity of the user; and,~~
- ~~(ee) transferring the indicating data and shopping receptacle identity data, the first indicating data and the second indicating data to the computer system, the computer system being responsive to the received data to perform an action.~~

13. (Previously presented) The method of claim 12, wherein the action is at least one of:

- (i) associating the shopping receptacle with the user; and,
- (ii) dissociating the shopping receptacle and the user.

14. (Currently amended) The method of claim 12, wherein the method includes, in the computer system:

- (a) receiving the first indicating data from the sensing device; and,
- (b) determining, using the received first indicating data, user identity data indicative of the identity of the user; and,
- (c) performing the action using the user identity data.

15. (Currently amended) The method of claim 12, wherein each first coded data portion is provided at a respective position on the interface surface, and wherein the sensing device generates first indicating data indicative of at least one of:

- (a) a position of the sensed first coded data;
- (b) a position of the sensing device relative to the interface surface;
- (c) an orientation of the sensed first coded data; and,
- (d) an orientation of the sensing device relative to the interface surface.

Appln No. 10/813616
Amdt. Dated: November 17, 2006
Response to Office Action of October 20, 2006

8

16. (Cancelled)

17. (Currently amended) The method of claim 12, wherein the first coded data distinguishes the identity of the user from the identity of every other user known to the computer system.

18. (Currently amended) The method of claim 12, wherein the first coded data is redundantly encoded.

19. (Currently amended) The method of claim 12, wherein the first coded data is redundantly encoded using Reed-Solomon encoding.

20. (Currently amended) The method of claim 12, wherein the first coded data is substantially invisible to the unaided eye.

21. (Currently amended) The method of claim 12, wherein the first coded is printed using infrared ink.

22. (Currently amended) The method of claim 12, wherein the first coded data is provided on the interface surface coincident with visible markings.

23. (Currently amended) The method of claim 12, wherein the first coded data is disposed over a substantial portion of the interface surface.

24 - 27. (Cancelled)